

ANALYZING THE RELEVANCE OF AYURVEDIC ETHICAL CONDUCT (SADVRITTA) IN REDUCING ANXIETY AND "FOMO" (FEAR OF MISSING OUT) IN GEN Z.

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ABSTRACT

This paper explores the contemporary relevance of *Sadvritta* as a preventative framework for addressing the escalating levels of anxiety and "Fear of Missing Out" (FOMO) among Generation Z. Gen Z is characterized by unprecedented digital connectivity. This over social environment often leads to *Pragya-aparadha* (intellectual errors), where sensory overstimulation destabilizes the mind of person. This paper is output of brief study of classical Ayurvedic *samhita* along with modern psychological science. This study shows how *Sadvritta* principles like *IndriyaNigraha* (sensory regulation), *Dhriti* (fortitude), and *Santosha* (contentment) serve as a behavioural "buffer" against the psychological fallout of social media. This study shows that FOMO is a manifestation of aggravated *Rajas guna* i.e hyperactivity and *Vata* (anxiety). This can be mitigated through the rituals and ethical disciplines mentioned in *Sadvritta*. *Sadvritta* which can say as - Ancient behavioural prescriptions is useful in modern wellness programs. This Ancient behavioural prescription provides Gen Z with a sustainable toolkit for digital minimize and regulation of emotional. Final conclusion of this paper is *Sadvritta* is not only an ancient moral code, but a sophisticated "mental hygiene" system also. This system is important for maintaining psychological equilibrium and comparison-driven digital age.

KEYWORDS: Ayurveda, Sadvritta, Generation Z, FOMO, Digital Anxiety.

INTRODUCTION

The digital landscape of the 21st century has birthed a unique psychological phenomenon among Generation Z. This psychological phenomenon known as "Fear of Missing Out" (FOMO).^[1] Gen Z is first generation of "digital natives,". This generation is hyper-connected reality where social comparison is instantaneous, constant, and often detrimental. This types of connectivity has led to a documented surge in clinical anxiety, characterized by a fragmented attention span and a relentless pursuit of external validation.^[2] Modern clinical psychology offers cognitive interventions, which need for Ayurved to address the root of this mental restlessness.

Sadvritta is the ancient Ayurvedic repository of ethical and social conduct.^[3] In the classical text of Ayurveda, health (*Swasthya*) is not merely physical equilibrium but a state of being "established in the mind."^[4] *Sadvritta* provides the

behavioural guidelines necessary to maintain this internal stability. It identifies that mental distress often stems from *Pragya-aparadha*.^[5] *Pragya-aparadha* is "intellectual error". Person know what is good and what is bad, still he do bad things and disturb the own mind's equilibrium.

From an Ayurvedic view, FOMO and digital anxiety are manifestations of aggravated *Rajas guna* (excessive movement/passion) and *Vata* (the ether/air element governing the nervous system). When the mind is constantly pulled outward by notifications and curated social feeds, it loses its *Sattvic guna* (pure/balanced quality).^[6]

Generation Z (or Gen Z) refers to the demographic cohort succeeding Millennials and preceding Generation Alpha. While birth years vary slightly by source, the Pew

Research Center is defines Gen Z as those born between 1997 and 2012.

Gen Z is described by three primary characteristics as follow^[7]

1) Digital Nativity

In world there are Million peoples who prone to rise of the internet. Gen Z is the first generation to grow up with gadgets and social media as early life from their childhood.

2) Social and Mental Trends

Due to gadgets, Gen.Z are connected globally but in real they are very of lonely and anxiety compared to previous generations. They largely mediated through social platforms like Instagram and TikTok. This genration are the primary demographic affected by FOMO. They tend to prioritize authenticity, social justice, and mental health awareness.

3) Economic and Global Context

Gen Z has come of age during significant global shifts, including the COVID-19 pandemic, climate change acceleration, and the "gig economy." This has contributed to a pragmatic, often high-stress outlook on the future.

THE "SADVRITTA" RELEVANCE^[8]

Gen Z represents the "Vata-predominant" generation—highly mobile, creative, and communicative, but prone to the "airy" instability of anxiety and scattered focus when not grounded by ethical or routine-based conduct.

THE SADVRITTA FRAMEWORK VS. MODERN STRESSORS

In Ayurveda, health isn't just the absence of disease; it's being "established in the self" (*Swastha*). *Sadvritta* provides the behavioural guardrails to keep the mind steady.

i. **Digital Minimalism and Sensory Control (Indriya Nigraha):** The core of FOMO is *Pragya-aparadha* (intellectual blasphemy): knowing what is good for us but doing the opposite anyway.

The Ayurvedic solution: *Sadvritta* advice for the control of the senses. with conscious use of smararphone and all they disturb mind.

Gen Z Application: avoid excess of digital things are a modern form of IndriyaNigraha.

ii. **Social Comparison and Mental Hygiene (Manasika Sadvritta):** FOMO thrives on the "highlight reel" of others. *Sadvritta* emphasizes virtues like *Harsha* (cheerfulness) and *Anasuya* (non-envy).

COMPARATIVE ANALYSIS: SADVRITTA VS. FOMO TRIGGERS

Table 1: Comparative Analysis: Sadvritta vs. FOMO Triggers.

FOMO Trigger	Sadvritta Principle	Outcome ^[5]
Infinite Scroll	Kala Bhojana (Right Timing)	Establishes a routine, preventing mindless consumption.
Social Envy	Brahmacharya (Moderation/Focus)	Channels energy toward personal growth rather than comparison.
Instant Gratification	Dhriti (Courage/Fortitude)	Increases the "mental muscle" to resist impulsive digital urges.
Identity Crisis	AcharaRasayana	Behavioral Longevity

WHY THIS WORKS FOR GEN Z

Gen Z is arguably the most "connected" yet loneliest generation.

- *Sadvritta* is that it doesn't require a pharmacy. *Sadvritta*requires intentionality only.
- Reduces Decision Fatigue: By following a set of ethical "defaults," the brain spends less energy agonizing over social standing.

- Regulates the Nervous System: *Sadvritta* encourages a lifestyle that balances *Vata* (the energy of movement and anxiety). Constant notifications spike *Vata*; *Sadvritta* grounds it.
- "*Sadvritta* is essentially the original 'Life Hack.' It suggests that how you treat others and how you govern your daily impulses directly dictate the chemistry of your peace."

Practical "Sadvritta" Recommendations for Gen Z^[9]

Table 2: Practical "Sadvritta" Recommendations for Gen Z.

Ayurvedic Practice	Modern Implementation	Psychological Impact
<i>IndriyaNigraha</i>	No screens 1 hour before sleep; Silencing non-human notifications.	Reduces Vata (restlessness) and sensory overload.
<i>Anasuya (Non-envy)</i>	Muting accounts that trigger comparison; practicing digital "JOMO."	Replaces Rajasic agitation with Sattvic peace.
<i>Dhriti (Fortitude)</i>	Resisting the urge to check the phone during "flow" work.	Strengthens the prefrontal cortex and mental focus.
<i>Dinacharya</i>	Waking up and eating at the same time daily.	

DISCUSSION

The integration of *Sadvritta* into the digital lifestyle of Generation Z represents a shift from reactive care to proactive behavioural medicine. *Sadvritta* serves as a regulatory mechanism that restores *Sattva* (mental clarity), providing an “internal compass” in an era of external distraction.

By reframing *IndriyaNigraha* (sensory control) as digital hygiene, Gen Z can transform the “fear of missing out” into the fortitude of being “established in the self” (*Swastha*). Ultimately, these ancient ethical codes act as modern “mental bio-hacks,” allowing individuals to dismantle the comparison trap and achieve emotional resilience through intentional, grounded conduct.^[9]

CONCLUSION

The study concludes that *Sadvritta* serves as a vital “mental hygiene” system, mitigating Gen Z’s digital anxiety by shifting the focus from Rajasic overstimulation to *Sattvic* stability. By adopting ancient sensory regulations like *IndriyaNigraha*, individuals can transform the comparison-driven “Fear of Missing Out” into a resilient state of *Swastha* (being established in the self).

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